

### Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### Listing of Claims:

1. [Currently Amended] A method of promoting and selling items, the method comprising the steps of:

~~(a)~~ providing an e-tailing system for displaying information relating to items available for purchase, and for receiving and processing orders to purchase such items;

providing an Internet service according to claim 24;

~~(b)~~ providing a hyperlink from ~~a-said web~~ Web site to the e-tailing system;

~~(c)~~ at the e-tailing system, receiving a plurality of orders to purchase items, the plurality of orders being initiated by a plurality of purchasers associated with ~~the web~~ said Web site and using the hyperlink to access the e-tailing system from ~~the web~~ said Web site;

~~(d)~~ processing the plurality of orders at the e-tailing system and identifying a corresponding plurality of items purchased; and

~~(e)~~ shipping the plurality of items purchased to a geographical location associated with the plurality of purchasers.

2. [Cancelled]

3. [Currently Amended] A method according to claim ~~2~~ 1, ~~further comprising a step of delivering said goods, the delivering step comprising steps of wherein the step of shipping comprises the steps of:~~

- ~~(i)~~ packaging said goods into a member package;
- ~~(ii)~~ packaging said member package into a group package;
- ~~(iii)~~ delivering said group package to said geographical location.

4. [Original] A method according to claim 3, wherein said group package is delivered in a predetermined interval or period.

5. [Cancelled]

6. [Currently Amended] A method according to claim ~~5-24~~, ~~wherein said Internet service comprises further comprising at least one of followings the steps of:~~

- ~~(i)~~ assisting ~~said~~ an affinity group in establishing a the Web site;
- ~~(ii)~~ providing said affinity group with a Web hosting service; and
- ~~(iii)~~ providing said affinity group with an Internet domain name service.

7. [Currently Amended] A method according to claim 6, further comprising a the step of preparing and maintaining a plurality of Web site frameworks, each of which serve as a basic architecture option in creating said Web site.

8. [Currently Amended] A method according to claim 7, wherein said Web site framework is designed to include a said hyperlink to an e-tailing system.

9. [Currently Amended] A method according to claim 7, wherein said Web site framework is configured to guide and help said affinity group to create said Web site.

10. [Currently Amended] A method according to claim ~~2~~ 1, wherein said hyperlink is embedded in said Web site ~~as to reference~~ an electronic store, wherein said electronic store includes a customized electronic store of said affinity group.

11-13 [Cancelled]

14. [Currently Amended] A method according to claim ~~2~~ 1, further comprising a step of posting on said Web site an advertisement and information relating to said ~~e-tailer~~ e-tailing system.

15. [Currently Amended] A method according to claim 2 ~~1~~, further comprising a step of enrolling said affinity group as a membership or partnership entity.

16-23 [Cancelled]

24. [New] A method of providing an Internet service, the method comprising the steps of:  
receiving instructions for generating a Web site;  
and  
assembling the Web site based upon the instructions.

25. [New] A method according to claim 1, further comprising the step of offering for sale in the e-tailing system products and services of an affinity group.

26. [New] A method according to claim 1, wherein the step of processing includes the steps of:  
packaging orders into a member package representing orders of one member of an affinity group; and  
packaging member packages into a group package representing orders of members of the affinity group.

27. [New] A method according to claim 26, wherein the step of shipping includes at least one of the steps of:

determining a geographical location to send the packaged orders;

sending a group package to a location associated with the affinity group; and

sending a member package to a location associated with a corresponding member of the affinity group.

28. [New] An Internet service providing system comprising:

a Web server;

a sign-up module for enrolling an affinity group;

a Web site creating module for generating a Web site of the enrolled affinity group based upon instructions received from the affinity group;

a Web site administering module for updating and maintaining the Web site; and

a membership managing module for managing the affinity group.

29. [New] A business system for promoting and selling products, the system comprising:

the Internet service providing system according to claim 28;

an e-tailing system for selling products and services

of an e-tailer; and  
a database for storing information associated with the  
business system.

30. [New] A business system according to claim 29,  
wherein the Internet service providing system includes  
one or more of:

a Web site creation module;  
a Web hosting service system; and  
an Internet domain name service system.

31. [New] A business system according to claim 29,  
wherein the Web site includes a hyperlink to the e-  
tailing system that references an electronic store.

32. [New] A business system according to claim 28,  
wherein the Web site creating module includes code to  
assist the affinity group create the Web site.

33. [New] A business system according to claim 28,  
wherein the Web site creating module includes Web site  
frameworks, each of which serve as a basic architecture  
option in creating the Web site.

34. [New] A business system according to claim 33, wherein a Web site framework includes:

- one or more page content areas;
- one or more navigations; and
- one or more hyperlinks to the e-tail system.

35. [New] A business system according to claim 28, further comprising a Web site editor for modifying the Web site.

36. [New] A business system according to claim 28, wherein the e-tailing system includes:

- a catalogue Web page managing module for managing products and services offered for sale;

- a shopping cart managing module for managing a collection of products and services selected by a consumer;

- an order processing module for processing an order of the consumer;

- a collecting module for collecting funds from the consumer in exchange for the order; and

- a commission generating module for determining a commission of an affinity group, the commission associated with the order.

37. [New] A business system according to claim 36, wherein affinity group products and services are further offered for sale in the e-tailing system.

38. [New] A business system according to claim 36, wherein the order processing module includes a packaging module for packaging orders, the orders packaged into a member package representing orders of one member of the affinity group, the member package packed into a group package representing orders of members of the affinity group.

39. [New] A business system according to claim 38, wherein the order processing module includes a delivery module for determining a geographical location to send the packaged orders, a group package sent to a location associated with the affinity group, a member package sent to a location associated with a corresponding member of the affinity group.